



Strategic Plan, Goals, and Measures Assessment Performance Measure Summary

Vision Statement: Foster economic growth and prosperity through global trade

Mission Statement: Create prosperity by strengthening the competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements

Measure Development Progress Report

Goal: Advance U.S. International and Commercial Strategic Interests

Objective	Performance Measures
Create market access through policy advocacy and the support of trade negotiations	▪ Trade policy and negotiation advancement (combined internal panel review of ITA's contribution to trade negotiations) (external measure)
Lead U.S. Government efforts to develop the Administration's commercial strategies	▪ Percentage of ITA-led inter-agency commercial strategies successfully advanced (internal measure)
Leverage commercial programs to support U.S. foreign and economic policy priorities	▪ Percentage of commercial milestones advanced in support of foreign and economic policy goals (internal measure)

Goal: Enhance U.S. Competitiveness in Domestic and International Markets

Objective	Performance Measures
Provide critical economic and policy analysis and information to promote U.S. business competitiveness	▪ Number of in-depth U.S. industry analyses completed to quantify the effects of policy proposals against structural cost benchmarks ▪ Potential improvements/net cost savings resulting from regulatory reviews/domestic policy recommendations
Evaluate different industry and other stakeholder perspectives for domestic policy development, assessment and implementation	▪ Percent of total competitiveness impediments identified by industry and other stakeholders where ITA takes appropriate action (assessment, evaluation, and/or recommendations) ▪ Percent of milestones reached during regulatory reviews
Ensure appropriate industry and other stakeholder input into trade policy development, negotiations and implementation	▪ Number of analyses and reports developed to improve U.S. trade compliance and market access activities/developments, for example: Miscellaneous Tariff Bills, retaliations, and GSP assessments ▪ Percent of milestones completed in sector specific bilateral and multilateral dialogues and negotiations for trade agreements

Goal: Broaden and Deepen the U.S. Exporter Base

Objective	Performance Measures
Increase the number of U.S. companies exporting	▪ Number of new-to-export export successes* (external measure)
Help current exporters enter additional markets	▪ Number of new-to-market export successes* (external measure)
Expand market penetration for U.S. exporters	▪ Number of increase-to-market export successes* ▪ Number of export successes made as a result of ITA involvement*/** ▪ Percentage of Commercial Service fee funded programs** (external measures)
Advocate for U.S. firms competing for foreign commercial opportunities	▪ % of advocacy cases completed successfully ▪ \$ Value of advocacy cases completed successfully (external measures)

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* Measure data will be reported annually and also aggregated to demonstrate progress over five years.

** Existing FY2005 measures that will continue to be tracked.



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Goal: Identify and Resolve Unfair Trade Practices

Objective	Performance Measures
Identify distortions in foreign markets	<ul style="list-style-type: none"> Number of potential unfair trade practices identified and/or under evaluation (internal measure)
Enforce U.S. trade laws	<ul style="list-style-type: none"> Percentage of AD/CVD proceedings completed within statutory deadlines (external measure)
Improve market access for U.S. firms and ensure compliance with trade agreements	<p>External measures:</p> <ul style="list-style-type: none"> Number of market access and compliance cases initiated Percentage of market access and compliance cases initiated on behalf of small and medium-sized businesses* Number of market access and compliance cases resolved Percentage of market access and compliance cases resolved successfully* <p>Internal measures:</p> <ul style="list-style-type: none"> Percentage of market access and compliance cases that have an action plan within 10 days of initiation Dollar value of market access and compliance cases resolved successfully Percentage of cases resolved within one year of initiation Number of substantive participations annually in trade agreement negotiating sessions (an output measure)

Goal: Foster Excellent Relationships with Customers and Stakeholders

Objective	Performance Measures
Implement an ITA customer relationship management strategy	<ul style="list-style-type: none"> Percentage of customer relationship management strategy milestones completed (internal measure)
Improve customer satisfaction	<ul style="list-style-type: none"> Customer satisfaction survey score** (external measure) Percent improvement in customer satisfaction (external measure) Level of awareness of ITA products and services** (internal measure) Customer perception of ease of access to export and trade information and data** (external measure)
Develop and maintain stakeholder relationships to meet ITA's mission critical needs	<ul style="list-style-type: none"> Not applicable. Stakeholder Management Strategy to be developed.

Goal: Achieve Organizational and Management Excellence

Objective	Performance Measures
Develop strategic and operational plans to set and achieve ITA priorities	<ul style="list-style-type: none"> Percentage of ITA Program Units with strategic and operational plans (internal measure)
Implement best-in-class management policies and operations to ensure organizational excellence	<ul style="list-style-type: none"> Percent progress in implementing best-in-class policies and operations (internal measure) Satisfactory Organizational Assessment Score (internal measure)
Achieve financial management excellence	<ul style="list-style-type: none"> Clean Audit (external measure)
Implement performance based delivery of IT technical and service support aligned with ITA's mission critical needs	<ul style="list-style-type: none"> Percent progress in implementing best practices for IT Management (using the Microsoft Operations Framework self-assessment tool) (internal measure) Customer perception of portal ease of use** (internal measure)
Strategically manage human capital to maintain a diverse, high-performing workforce	<ul style="list-style-type: none"> Human capital management survey score (internal measure)

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